

## **IPAC's Marketing Communications Video Wins Two Prestigious Industry Awards**

In May 2005, IPAC directed and funded in-house production of a marketing and public relations video titled: "From the Laboratory to the Marketplace". This video highlighted technology transfer at LLNL and some of our technology commercialization successes. The video's debut release was at the Community Leader Day event on May 24, 2005.

We are proud to announce that "From the Laboratory to the Marketplace" video is the winner of two prestigious industry awards for 2005, recognizing outstanding achievement in the field of communications and digital video production.

The first award is from The Communicator Awards. This is an international awards competition that recognizes outstanding work in the communication field. There were 3,059 entries throughout the United States and five other countries in The Communicator Awards 2005 video competition. Entries were judged by industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

IPAC's "From the Laboratory to the Marketplace" video received The Award of Distinction (the second highest award). The three levels of awards are: The Communicator's Award of Excellence presented to entrants whose ability to communicate elevates them among the best in the field (approximately 15 percent of the entries won this award); the second level is The Award of Distinction which is presented for projects that exceed industry standards in communication skills and production (approximately 17 percent of the entries won this award); and the third level is an Honorable Mention certificate granted to those entries that meet the high standards of the industry (approximately 8 percent received this honor).

The second award received was presented by Digital Video Magazine. Their DV Awards is a unique international competition celebrating outstanding creative and technical achievements in the emerging world of digital video production. Categories representing independent films, commercials, corporate communications and industrial videos to 3D animation, special effects and event videography, were among the entries. IPAC's "From the Laboratory to the Marketplace" video received a finalist award in the category of Corporate Communication. Competing with hundreds from around the world, entries were judged on creativity, technical merit and execution of ideas. Judges are seasoned professionals in the industry with an average of over 20 years experience representing all areas of video production including cinematography, videography, art direction, editing, sound, scriptwriting, animation, and visual effects.